

Career Momentum

About Career Momentum:

- In 1997 the publication of a quarterly newsletter, Career Momentum, began as a way to keep Career Development Association of Alberta (CDAA) members current and connected – the service continues today with an electronic newsletter.
- Career Momentum is a members-only newsletter published by the CDAA which serves as the primary vehicle for sharing information of interest to career practitioners in Alberta and beyond.
- Each issue of Career Momentum is organized around a pre-determined theme and covers topics including:
 - Calendar of Events showcasing upcoming professional development and networking events
 - Alberta Career Development Conference (ACDC) updates providing important information about the conference
 - Industry profile(s) highlighting a specific industry or labour market focused article
 - Career Currents outlining provincial, national and international news that would be of interest to all career professionals
 - Guest articles solicited by the editorial team featuring career development experts and other industry specialists
 - CDAA Executive Director and Board updates presenting association news
 - Membership updates recognizing new members and Certified Career Development Practitioners (CCDPs)
 - Member profile(s) highlighting the career paths and accomplishments of CDAA members throughout Alberta

Details regarding submission deadlines and themes can be obtained by contacting the Career Momentum Editor at momentumeditor@careerdevelopment.ab.ca or by visiting careerdevelopment.ab.ca/Momentum_public

Advertising Opportunities

There are two opportunities available to individuals and organizations wanting to advertise in Career Momentum:

- **Horizontal Banner Advertisement**
(282 pixels wide by 200 pixels high) with Article (minimum of 400 words in length); \$500.00 + GST
- **Horizontal Banner Advertisement** (600 pixels wide by 116 pixels high); \$350.00 + GST

Individual members will receive a 15% discount on any paid advertising with CDAA and organizational members will receive one advertising opportunity per year, valued at \$350.00 + GST, as part of their Organizational Membership. All advertisements are subject to the approval of the Marketing and Communications Committee Chair and the Executive Director of CDAA.

Please visit <http://www.careerdevelopment.ab.ca/advertising> or email the Career Momentum Editor at momentumeditor@careerdevelopment.ab.ca for further information about advertising opportunities and guidelines.